

# EURESTMA

## European Research and Transfer Management Certificate

### Program Description

The **EURESTMA** certificate is a new program for European research and transfer managers. The program is organized by an alliance of leading academic providers that provide up-to-date knowledge on research and transfer management in a European context. The overall objective is to contribute to the professionalization of European research and transfer management and to establish an active international community of program graduates. The program follows a **blended learning** format, including self-study and two on-site weeks. The first week takes place in **Osnabrück, Germany at the UAS Osnabrück**, and the second week in **Brussels, Belgium at the KoWi Office**. Please see the information on **dates** and **application process** below.

### Content

EURESTMA is a comprehensive Research & Transfer Management program that includes six modules taught during two on-site weeks, as well as a 'Project Action Plan' in which each participant will implement a change project at their institution supervised by our experts.

#### Modules

- The Project Life Cycle
- EU Research & Innovation Policies
- Leadership and Communication
- Strategic Management
- Digital Transformation
- Transfer and Innovation Management



### Organizations Involved:

- University of Applied Sciences Osnabrück
- University for Continuing Education Krems
- POLIMI Graduate School of Management
- Tampere University
- Zentrum für Wissenschaftsmanagement e.V.
- European Liaison Office of the German Research Organisations (KoWi)
- Polish Science Contact Agency
- Funded by:



Niedersächsisches Ministerium  
für Wissenschaft und Kultur

Applications are accepted between 15.03.2023 and 05.04.2023.

To apply go to: [www.hs-osnabrueck.de/en/eurestma](http://www.hs-osnabrueck.de/en/eurestma) download the application form and send it to [eurestma@hs-osnabrueck.de](mailto:eurestma@hs-osnabrueck.de)

Program Dates: Online kick-off 22.05.2023 17:00 – 19:00 CET

First on-site week: June 19th to 23rd, 2023, UAS Osnabrück

Second on-site week: October 23rd to 27th, 2023, KoWi Office Brussels



## Learning Outcomes

Upon completion of the EURESTMA program, participants will ...

- ... be equipped with the skills to apply up-to-date tools and methods to further professionalize research and transfer management in their institution and profession.
- ... be able to expand their professional network with European research managers and establish lifelong professional relationships to foster continuous learning.
- ... comprehend and assess research and transfer policies and their stakeholders at different levels.
- ... be able to develop institutional strategies in response to research policies (EU and national), digital transformation and knowledge transfer.
- ... be acquainted with science communication, project consulting processes and lateral leadership.

## Networking

We will...

- ... foster the professional exchange among European research managers.
- ... give participants the opportunity to expand their network and to build lifelong professional relationships.
- ... establish an active community of graduates to ensure continuous mutual learning.

## Teaching Methods

We will...

- ... follow a blended learning approach, including inverted classroom models and problem-based learning elements.
- ... use the on-site contact to create a personal atmosphere and community.
- ... promote the application of new knowledge.
- ... enable peer learning between participants from European countries.
- ... link the personal development of research and transfer managers with specific measures of organizational development in the participants' institutions (Project Action Plan).

## Target Group

Each year we envisage enrollment of about 20 participants in the program. We are looking for participants who are employed in research and/or transfer positions with at least two years of professional experience. It is helpful if applicants are responsible for strategic tasks, process organization, planning and designing systems in your institution. Applicants should be open to collaborate with international partners and initiatives. Applicants are expected to participate in both on-site weeks and several online activities and should possess good proficiency in English.

## Costs

In the current pilot phase the program is funded by the state of Lower Saxony. Therefore, we do not charge participation fees. Additionally, we will provide lunch during the two on-site weeks. All other costs such as travel, accommodation, breakfast, dinner, and similar expenses are to be covered by the participants themselves.

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## Detailed Program Schedule

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On-Site Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Block 1</b>	Role and Context of Research Managers	The Project Life Cycle: Project Management Definitions and Tools	Leadership and Communication: Science Communication and Project Consulting	Strategic Management: Foundations of Research and Transfer Strategies	Digital Transformation: Concepts and Relevance of Digital Transformation
<b>Block 2</b>	EU Research & Innovation Policies: Foundations of EU R&I Policies, Institutions and Instruments	The Project Life Cycle: Adapting Project Management Tools to Project Cases	Leadership and Communication: Lateral Leadership	Strategic Management: Implementation of Research and Transfer Strategies	Digital Transformation: Open Science Strategies
<b>Block 3</b>				Project Action Plan Preparation	

Project Action Plan – Change project from June to October, including three online peer-coaching sessions.

On-Site Week 2	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Block 1</b>	EU Research & Innovation Policies: Developing and Managing an Institutional Approach towards EU-Funding.	Transfer and Innovation Management: Forms, Approaches and Instruments of Transfer Management	The Project Life Cycle: Success Factors and Pitfalls for Research Project Processes	Digital Transformation: Digital Skills, -Footprint and Data Management	Digital Transformation: Artificial Intelligence in Research Management
<b>Block 2</b>	Transfer and Innovation Management: The Role of Science in Innovation Ecosystems, Stimulating a Transfer Culture.	Transfer and Innovation Management: International, National and Institutional Perspectives on Transfer	The Project Life Cycle: A Reviewers' Perspective on Research Proposals and Projects	Project Action Plan Progress Presentation and Feedback Session	Program Recap, Way Forward and Evaluation

Project Action Plan – Final online project presentation in December